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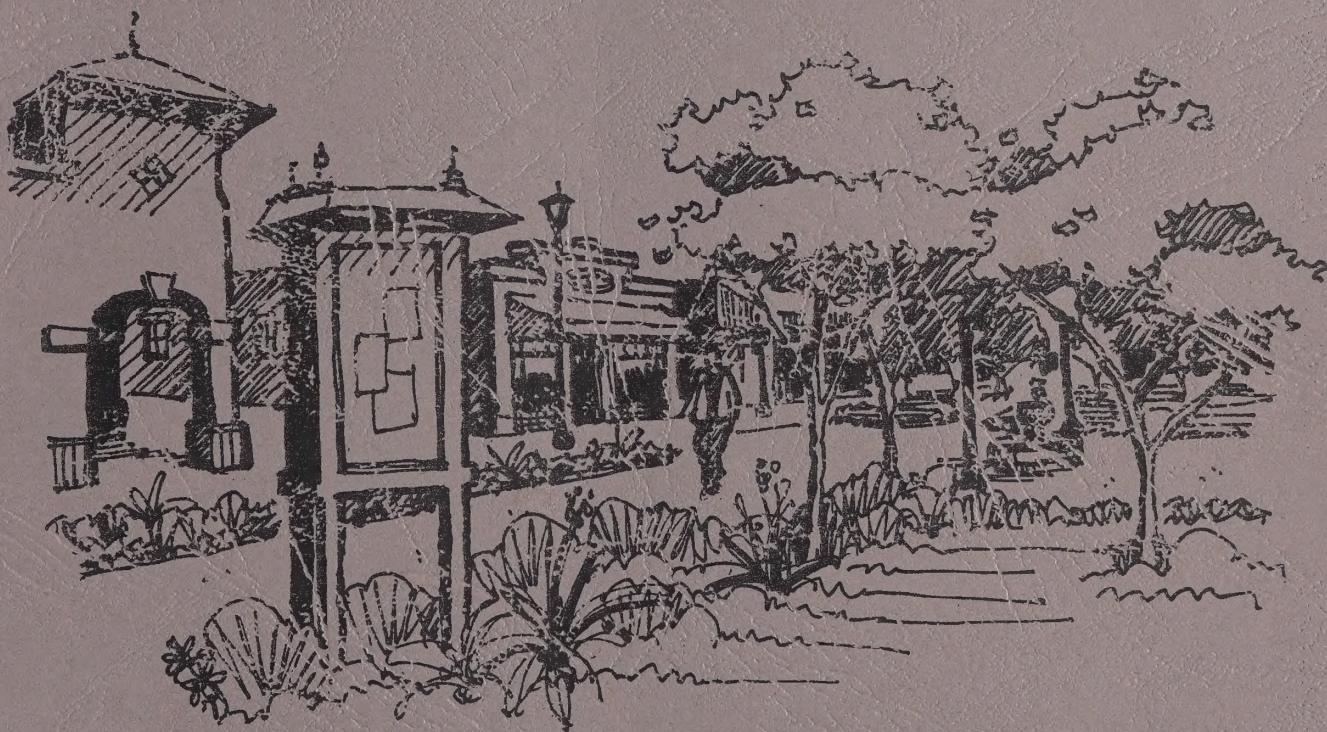
City of Reedley

Rail Corridor Master Plan

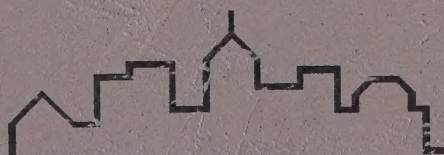
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City of Reedley *Rail Corridor Master Plan*

*Adopted by the Reedley City Council
Resolution No. 2002-094
November 26, 2002*

*Adopted by the Reedley Planning Commission
Resolution No. 2002-30
October 3, 2002*

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Ray Soleno, *Mayor Pro-Tem*
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Reedley Planning Commission

George Nord, *Chairman*
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City of Reedley *Rail Corridor Master Plan*

Reedley City Staff

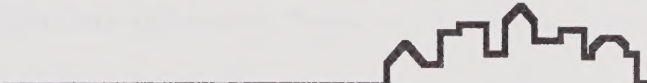
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CHAPTER 1: INTRODUCTION

Introduction

The Rail Corridor Master Plan is designed to guide future development and redevelopment occurring within the area defined on Map 1-2 on the following page. This area is centered around Reedley's new downtown pedestrian trail (the Reedley Parkway), that was developed within the right-of-way of an abandoned railroad line. This area was Reedley's original industrial sector, however, for a variety of reasons discussed below, this traditional role appears to be changing.

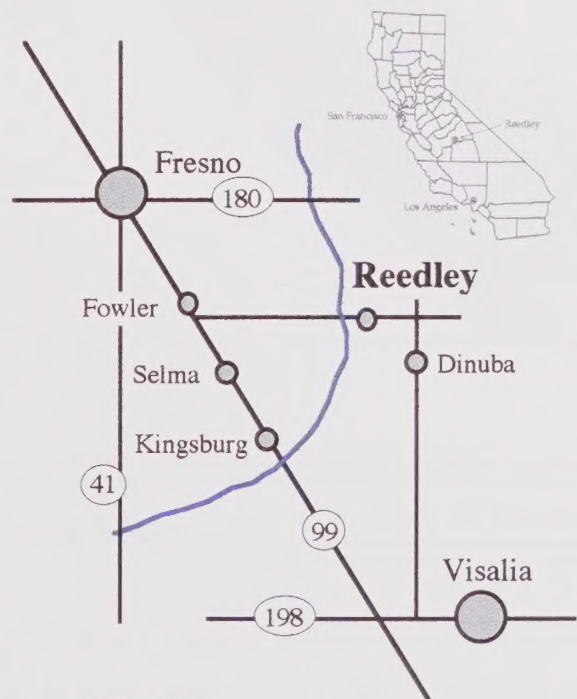
? What is the Purpose of the Rail Corridor Master Plan?

Several factors have combined to urge the City to consider how the Rail corridor will develop in the future:

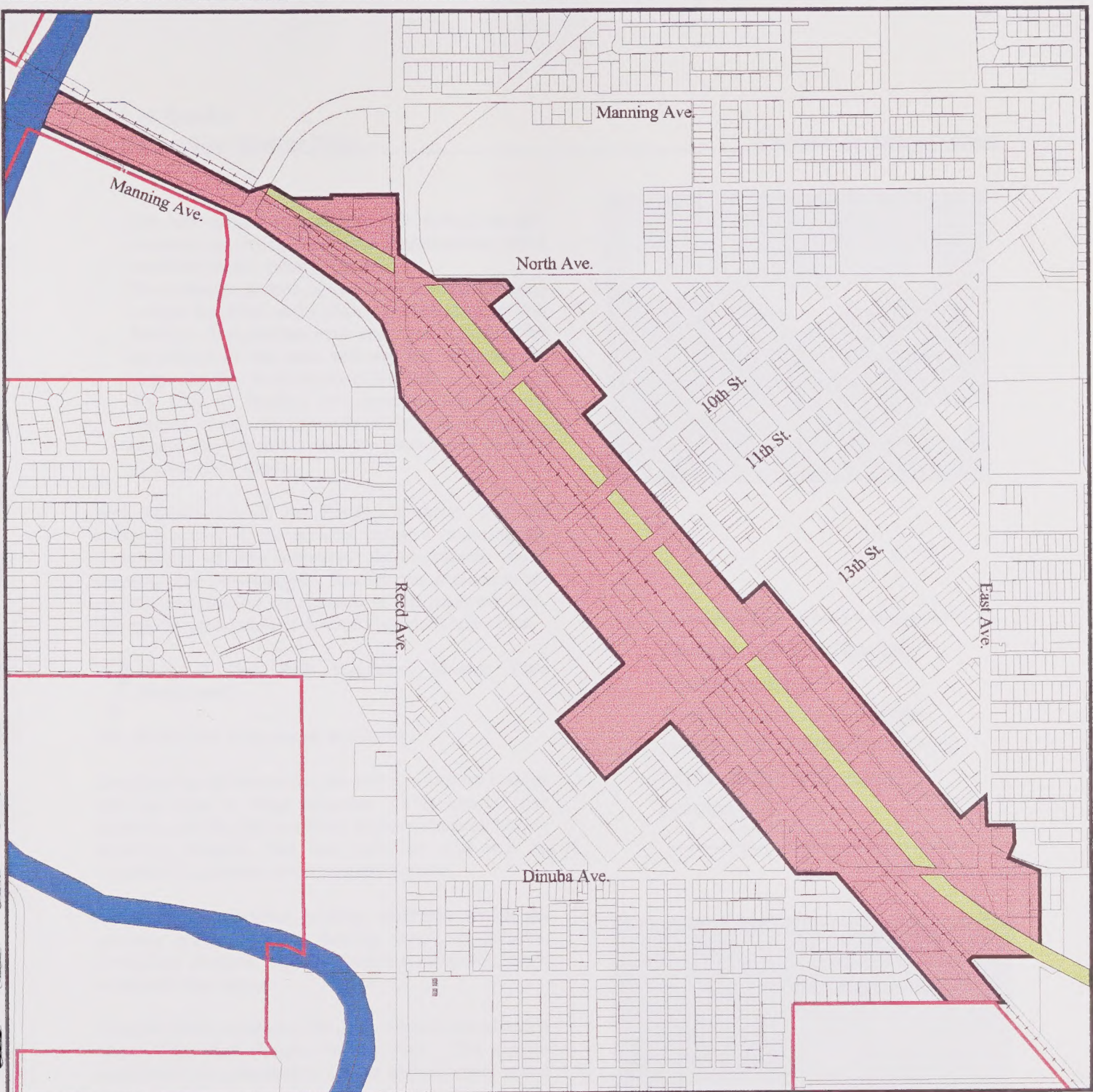
- Construction of the Reedley Parkway within the right-of-way of an abandoned railroad line. This new trail provides walking and bicycle riding opportunities for residents of Reedley, in an area which has historically been industrial in nature and which has been generally "off limits" to most citizens.
- There are several older agricultural packing houses in the planning area which have become marginal or obsolete. Modern packing operations generally require larger facilities with more sophisticated equipment. Some of these industrial properties have been vacant for a considerable period of time and lack contemporary improvements.
- There are a number of vacant and under-utilized properties in the corridor. Future development of these parcels should be carefully considered, particularly whether they could be developed with uses that would complement the Reedley Parkway and Reedley's downtown.
- The Parkway corridor is immediately adjacent to Reedley's downtown area: the continued viability of heavy industrial uses in the corridor next to downtown Reedley should be examined. Downtown Reedley has experienced a transformation in recent years with a number of new restaurants and shops opening. The



Reedley's newly completed Rail/Trail has changed the complexion of the industrial corridor.



Map 1-1



Rail Corridor Master Plan Planning Area Map

- Planning Area
- Parcels
- River
- Parkway

- City Limits
- Railroads
- Streets

City of Reedley

Map 1-2



200 0 200 400 600 Feet

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City has assisted with this process through several strategies, including streetscape improvements and a storefront facade rehab program.

- The northwest portion of the corridor along Manning Avenue functions as the major roadway entrance into Reedley. Concern has been expressed regarding the appearance of this area, and possible strategies for improving the visual quality of the area.
- The City of Reedley has purchased an outdated packing house adjacent to the City Hall, in order to expand city facilities, with the potential to create a Reedley Civic Center.

With construction of the Reedley Parkway, and the changing nature of the packing industry (reducing the marketability of older properties) the complexion of the planning area has changed. Reedley has decided to re-evaluate and redefine the function of this important area, through the preparation of the Rail Corridor Master Plan.

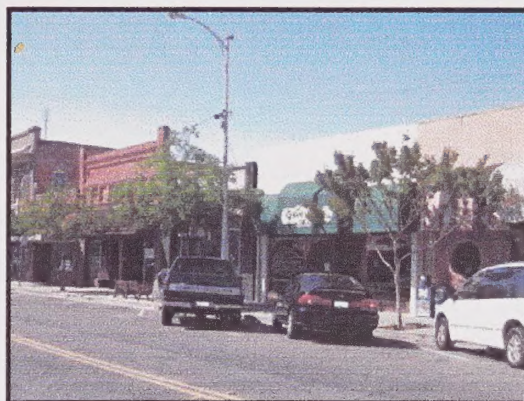
? How is the Rail Corridor Master Plan Organized?

The Master Plan is organized as follows:

Chapter One introduces the plan and provides the reasons why the plan is being proposed. This chapter also explains how the plan is related to State planning law, to Reedley's General Plan and how the plan will be reviewed for potential environmental impacts.

Chapter Two describes existing conditions within the planning area, including existing land use patterns, circulation features, utilities, building character, street trees, and other issues.

Chapter Three establishes the goals, objectives and action plans of the Rail Corridor Master Plan. This chapter transforms the community's values and priorities into a list of guiding principles used to establish specific development regulations in the master plan area. Specific issues addressed include land use, design guidelines, special uses, streetscape program and a mural program.



Downtown Reedley has experienced a transformation in recent years with a number of new restaurants and shops opening.



Reedley College is located near the northern end of the Rail/Trail corridor.

? What About Public Participation in the Planning Process?

In order to encourage public input into the formulation of the Master Plan and solicit community support, an ad-hoc Master Plan Committee was formed to work with city staff and the project consultants. This committee met as needed to educate themselves on the issues, formulate planning concepts and review work. The Committee also watched slide and video presentations and conducted mapping exercises, among other activities.

? What is the Master Plan's Relationship to the Reedley General Plan?

The Rail Corridor Master Plan is considered to be an implementation tool of the General Plan. While the General Plan lays out generalized development policies, this master plan sets forth specific detailed development rules that will shape future development in the planning area. Copies of Reedley's General Plan are available at Reedley City Hall.

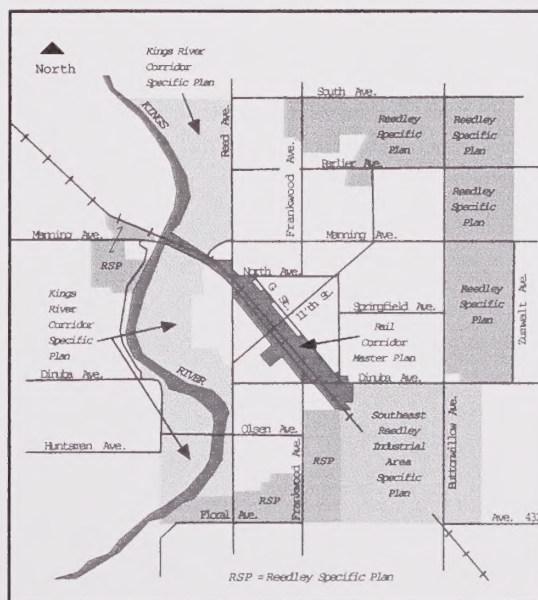
? What is the Master Plan's Relationship to Other Specific Plans Used by the City of Reedley?

Reedley has previously adopted three other specific plans that pertain to other areas of the City. The planning areas for these plans are shown in the map to the right. These plans include:

- **Southeast Reedley Industrial Area Specific Plan.** This Plan establishes policy for future industrial development within a 640-acre area on the southeast edge of Reedley. The City intends for the bulk of future industrial development to occur in this area
- **Kings River Corridor Specific Plan.** This Plan pertains to a 958-acre corridor of land along the Kings River. This plan includes a number of policies designed to preserve the sensitive riparian environment along the river.
- **Reedley Specific Plan.** This recently adopted plan establishes development, land use and circulation policies for approximately 1,285 acres of land in three separate areas located around Reedley's fringes. The plan prescribes a number of "Smart Growth" design standards to facilitate development that creates more liveable neighborhoods, reduces

In order to encourage public input into the formulation of the Master Plan, an ad-hoc Master Plan Committee was formed to work with city staff and the project consultants.

Map 1-3
Specific Planning Areas in Reedley



impacts on farmland, preserves air quality and improves the feasibility of alternative modes of transportation

? What About Environmental Review?

● The City has prepared an Initial Environmental Study (IES) for the Rail Corridor Master Plan. The IES is an informational document intended to provide city decision-makers (City Council, Planning Commission, staff, etc.), the general public and affected agencies with the environmental consequences of implementing the Master Plan. The IES also provides a series of mitigation measures and alternatives to the proposed project, which, if implemented, could reduce the impact of the project on the environment.

A Negative Declaration was adopted by the City of Reedley indicating that the proposed Rail Corridor Master Plan will not have an adverse effect on the environment. The environmental document was adopted by City Council Resolution No. 2002-93 on November 26, 2002.

F.Y.I.

CEQA stands for the California Environmental Quality Act. This law was adopted by the state legislature in 1971 and requires that all public and private development projects undergo a review to determine their potential impacts on the environment.

CHAPTER 2: PLANNING AREA PROFILE

Introduction

This portion of the Rail Corridor Master Plan describes existing conditions in the planning area, including existing land uses, zoning and general plan policies, streets and circulation features, utilities, street trees, visual characteristics and opportunities and constraints, among other issues. The intent of this chapter is to give the reader a feeling for the conditions that exist in the planning area, particularly those issues that provide a basis for recommendations of the plan.

Existing Land Use

The planning area features a variety of land uses, though industrial, retail and service commercial businesses dominate. Map 2-1 is a generalized existing land use map of the corridor. Major land use features in the area include:

- Packing houses along the railroad right-of-way
- Washington Elementary School
- Reedley Civic Center
- Reedley Public Works yard
- Service commercial businesses along I Street

Major land uses adjacent to the planning area include:

- The downtown commercial core along G Street
- Reedley College near the north end of the planning area
- Reedley High School
- The Kings River
- Residential neighborhoods west of the corridor

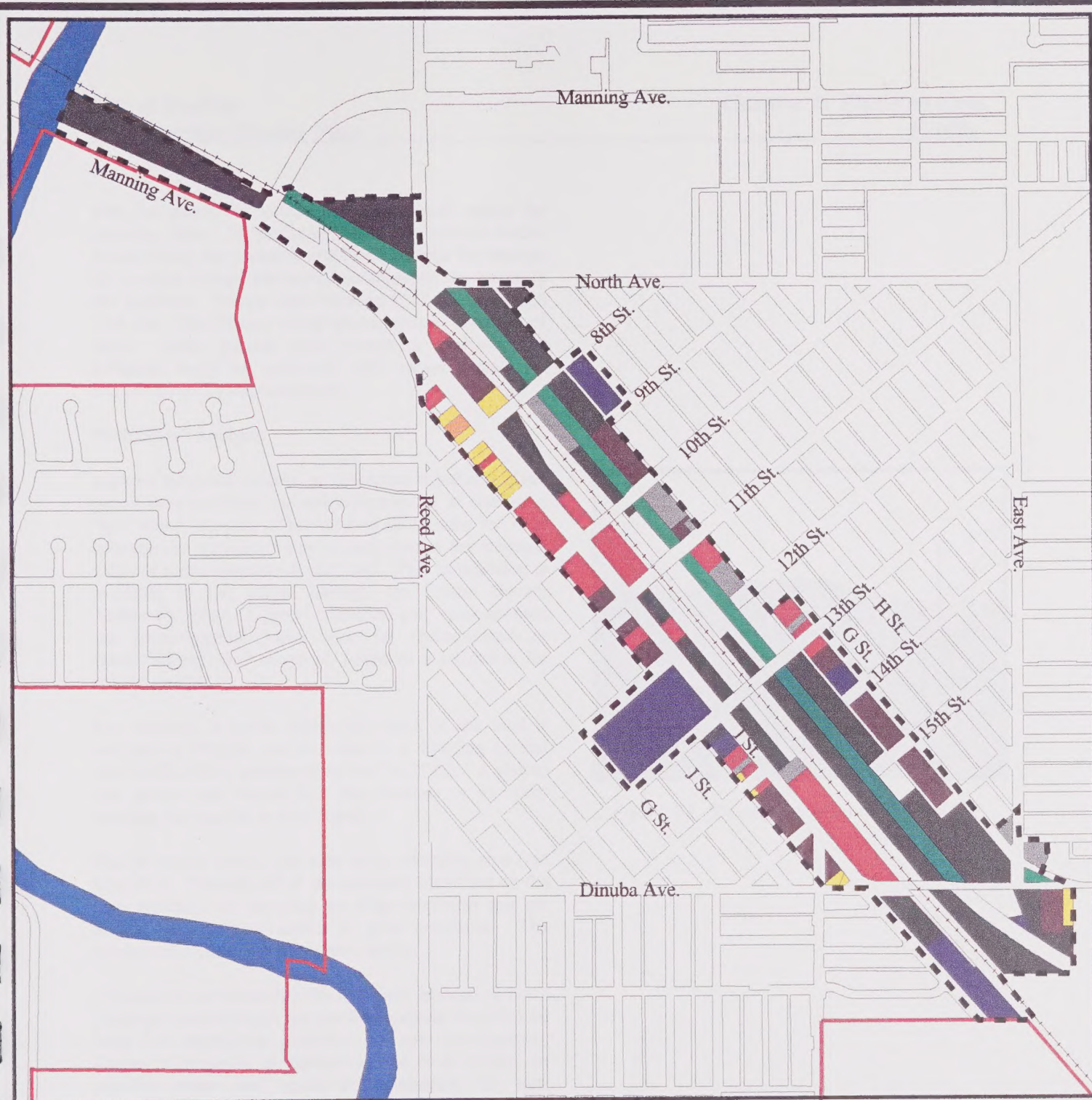
Vacant Land

Within any planning area, vacant (or near vacant) parcels always present an opportunity for revitalization. Vacant parcels are easier to redevelop, since there are no existing structures or improvements to remove or rehabilitate.

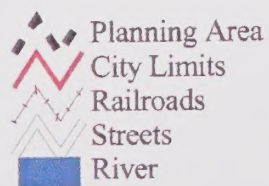
Table 2-1
Existing Land Uses
Rail Corridor Planning Area

Industrial	40.8 acres
Retail Commercial	11.8
Service Commercial	10.8
Multi-Family Residential	0.3
Single Family Residential	2.9
Parks/Trails	9.1
Public/Quasi-Public	12.1
Parking Lots	4.3
Vacant	14.8
Right-of-Way	<u>58.9</u>
Total	165.9 acres

Source: Collins & Schoettler, 2002



Rail Corridor Master Plan Existing Land Use Map



Land Use

Industrial

Parking Lot

Public/Quasi Public

Parks/Trails

Retail Commercial

Service Commercial

Multi-Family Res.

Single Family Res.

Vacant

City of Reedley

Map 2-1



200 0 200 400 Feet

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Map 2-1 shows the location of vacant lands within the planning area. In particular, there are several vacant parcels along the parkway that could provide the catalyst for positive change that would complement the nature of the parkway. Vacant land between 10th and 11th, and 11th and 12th Streets could accommodate a variety of uses. Other parcels with vacant or under-utilized buildings could be combined with vacant parcels for consideration for redevelopment

“Soft Sites” Analysis

Another empirical method to determine whether a given parcel is a candidate for redevelopment is to conduct a “soft sites” analysis. This method determines the ratio between the assessed value of land versus the assessed value of improvements on that land. This information is available to the public through the Fresno County Assessor’s office. A parcel where the land value exceeds the improvements value may be characterized as “underutilized” and therefore, could be a candidate for redevelopment.

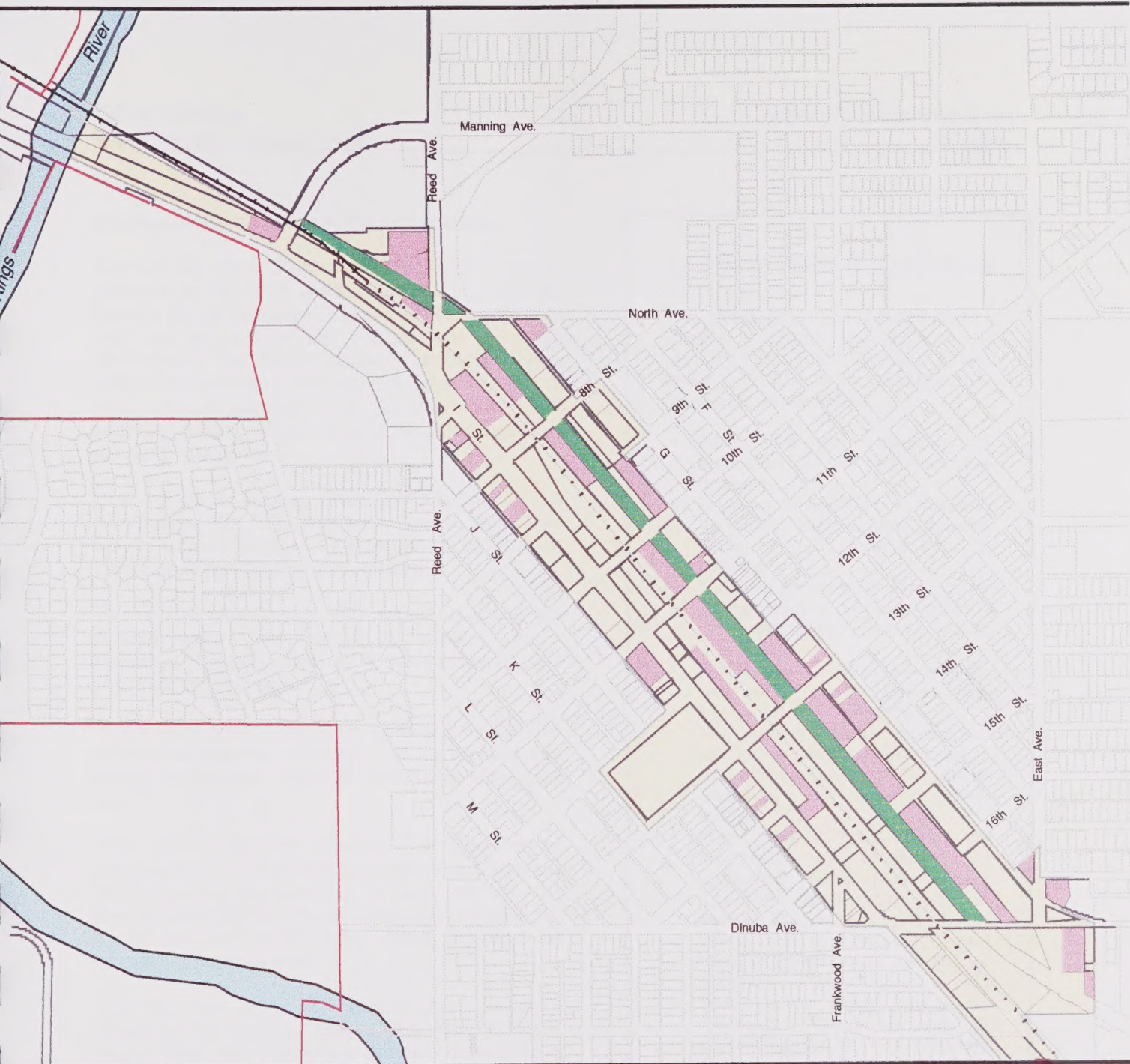
For example, a parcel where the value of the land is assessed at \$95,000 and the value of a dwelling on that land is \$53,000 is considered to be a “soft” site. A visit to that parcel may reveal that the dwelling is an older building and may be in poor repair.

This is indeed mostly the case in the planning area (see Map 2-2). Virtually all of the soft-sites identified on the map typically are occupied by older structures that are vacant, underutilized and/or in poor condition. The analysis also identifies all vacant parcels.

It should be stressed that the soft sites analysis is not a foolproof methodology, nor are those parcels identified on Map 2-2 necessarily proposed for new development. Rather, it is meant as another tool to focus efforts on possible areas that could be candidates for new development, in accordance with the policies of the Rail Corridor Master Plan.



Figure 2-1. Vacant warehouse on I Street.



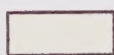
Rail Corridor Master Plan "Soft Sites" Analysis Map



"Soft Sites" (parcels where the assessed land value exceeds the assessed value of improvements on the land)



Reedley Parkway



Planning Area

City of Reedley

Map 2-2



200 0 200 400 Feet

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Existing Zoning and General Plan Designations

Existing and future land use in the planning area is regulated by the 1993 Reedley General Plan and the Reedley Zoning Ordinance. The General Plan establishes land use designations and policies used to guide development. The Zoning Ordinance establishes zoning districts and regulations that pertain to the development of land, including permitted uses, lot size requirements, setbacks, building height, parking, landscape and sign standards, among others.

Map 2-3 shows existing (Year 2002) zoning for the Rail/Trail corridor. The map shows that the bulk of the land in the area is zoned ML (Industrial), CC (Central Commercial) and CS (Service Commercial)

The 1993 Reedley General Plan map is consistent with existing zoning - the bulk of the planning area is designated "Limited Industrial", "General Industrial", and "Community Commercial".

A number of policies have been distilled from the 1993 Reedley General Plan, that pertain to the planning area directly or indirectly. These are listed in the table to the right.

Other city development standards that apply to the planning area include the Reedley Subdivision Ordinance, which regulates the parcelling of land; and also, the Reedley Standard Plans manual which includes standards for the design of streets, curbs, gutters, sidewalks and other public improvements.

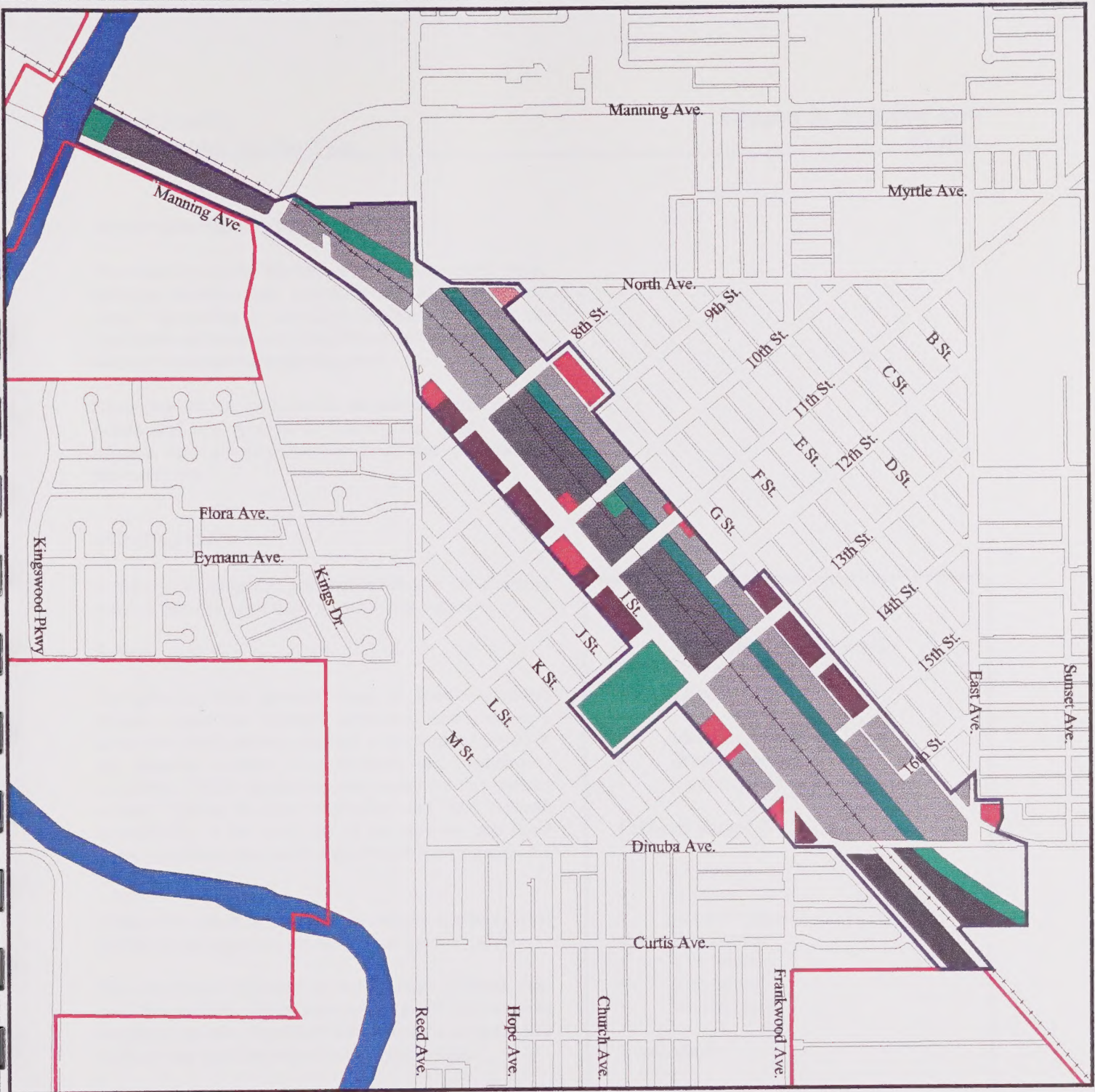
The planning area is also within Reedley's Redevelopment Project Area. The Redevelopment Project Area was established in 1991 to provide a mechanism to reverse conditions of blight that were appearing in the area. The Redevelopment Agency provides the community with additional revenues and regulatory powers to promote positive change in the area.

Applicable General Plan Policies

The 1993 Reedley General Plan contains a number of policies that apply to the downtown area, which by extension, also apply to the Rail Corridor Planning Area. Applicable policies include:

- Provide for the compatibility of commercial land uses with surrounding land uses.
- Encourage further efforts to strengthen the Central Business area, including linking it with shopping units on Manning.
- Encourage continued efforts to improve the appearance of the Central Business area, including the commercial corridor on 11th Street.
- Provide for transitional, low intensity uses within planned industrial areas adjacent to non-industrial uses.
- The City may establish conditions on new industrial development to ensure compatibility with land uses and in accordance with available public services.
- New industrial uses should be encouraged to concentrate in the southeastern portion of the Planning Area where they are downwind from other less intensive uses.
- New industrial uses which are proposed for development within the planned industrial area located between G and I Streets, in the central core of the community, should be carefully evaluated to insure that they do not have a detrimental effect on the surrounding non-industrial land uses.

Source: 1993 Reedley General Plan.



Rail Corridor Master Plan Zoning Map

- Planning Area
- City Limits
- Railroads
- Streets
- River

Zones

- CC Central Commercial
- CN-P Neighborhood Commercial (Planned)
- CC Service Commercial

- MH Heavy Manufacturing
- ML Light Manufacturing
- ML-P Light Manufacturing (Planned)
- RCO Resource Conservation & Open Space

City of Reedley

Map 2-3



200 0 200 400 Feet

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Infrastructure and Public Services

The Planning area is fully served with water, sewer, storm drainage, electric, gas, telephone and cable television lines. According to the City Engineer, there are no significant deficiencies in the city's water, sewer or storm drainage systems in the planning area.

Other city services provided to the planning area include police and fire protection. Given the area's central location, there are no constraints to efficient provision of these services.

CIRCULATION

A variety of circulation features existing in the planning area. A description of these features is as follows:

Streets

The planning area features some of Reedley's oldest streets - most are oriented consistent with Reedley's downtown street pattern, diagonal to the cardinal points of the compass - southwest to northeast and southeast to northwest. Four significant exceptions to this pattern include Dinuba Avenue (east/west) and East Avenue (north/south) at the south end of the corridor, and Reed Avenue (north/south) and North Avenue (east/west) in the northwest area.

Most of the streets in the planning area are relatively wide (60 feet of pavement within an 80-foot right-of-way)

The Circulation Element of the Reedley General Plan provides roadway designations and policies for streets in the planning area. Roadway designations and applicable streets in the planning area are listed to the right.

Alleys

The planning area also features a number of alleys. These roadways are generally situated within a 20-foot right of way. Alleys provide rear access to many properties in the planning area. They provide a valuable loading space where trucks and other vehicles may park. Alleys also provide space for garbage pickup as well as right-of-way for certain utilities. In some cases alleys may provide

Planning Area Streets

Arterial Roads

- Manning Avenue
- Dinuba Avenue
- Frankwood Avenue

Collector Streets

- I Street
- G Street
- North Avenue
- East Avenue
- 11th Street
- 13th Street
- Reed Avenue

Local Streets

- 8th Street
- 9th Street
- 10th Street
- 12th Street
- 14th Street
- 15th Street
- 16th Street

more direct access than regular streets, thereby serving to reduce traffic congestion on regular streets in the planning area. On the negative side, many alleys are unkempt in appearance and detract from the attractiveness of the surrounding neighborhoods. Alleys are often the last areas to receive attention when the time comes to repair streets - therefore, some of the alleys feature badly worn pavement.

Intersections

The planning area features some of Reedley's more complicated street intersections, because this is where Reedley's two street systems join - the downtown streets are oriented at an angle (parallel and perpendicular to the railroad) while the remainder of Reedley's streets are oriented north/south and east/west. Where these two road patterns meet there are unusual roadway configurations.

The presence of the railroad further complicates the matter. At least four intersections could be studied for re-design, to improve traffic flow and clarity for motorists. These include:

- Reed Avenue/Manning/North Avenue
- Dinuba Avenue/East Avenue
- Frankwood Ave./I Street/15th Street
- Dinuba Avenue/I Street

A traffic signal is currently being installed at the intersection of Reed/Manning/North Avenues.

Truck Routes

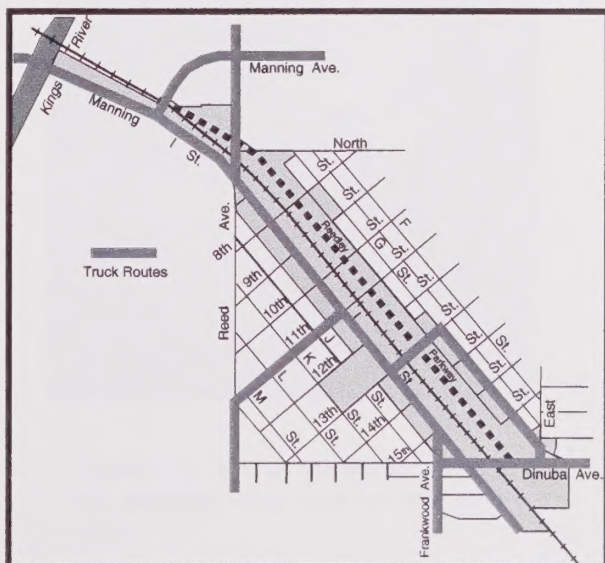
Trucks are a common sight in the planning area, owing to the number of industrial and service-related businesses present. The Reedley Circulation Element designates a number of streets as truck routes, including:

I Street
 Dinuba Ave.
 13th Street (east of I Street)
 11th Street (west of I Street)
 Reed Ave (north of I Street)
 Manning Avenue
 Frankwood Ave. (south of I Street)

Map 2-4
Unconventional Intersections



Map 2-5
Planning Area Truck Routes



Railroad

The nature of the planning area was shaped by the presence of the railroad - indeed, Reedley owes its existence to the routing of the railroad through the area. Originally, two lines passed through Reedley (and the planning area). The S.P.R.R. (now Union Pacific) line still remains and is the westerly of the two rail lines. The easterly line was removed in the 1990's and is now being developed with the pedestrian and bicycling trail (the Reedley Parkway). The still-functioning Union Pacific line supports Reedley's industrial uses, particularly the area's packing houses. Approximately two slow-speed trains per day use this line.

Bicycles

In addition to the new Reedley Parkway, there are several bike routes established in the planning area. These routes are Class 3 paths (painted on existing roadways). Existing and planned bike routes include 8th Street, 13th Street, Dinuba Avenue and Frankwood Avenue.

Sidewalks/Pathways

The planning area features a well-developed and well-connected networks of sidewalks. The major deficiencies concerning sidewalks are where repairs are needed due to aging, deteriorated concrete, and where handicapped ramps are lacking.

Street Trees

Cities are increasingly realizing the importance of street trees. Properly selected and planted, street trees offer a number of benefits in the urban landscape, including shade, cooler temperatures, air pollution filtration, higher property values and visual beauty. Care must be taken to select trees that will not damage concrete sidewalks, curbs and gutters, will not drop large branches or limbs, and which are not overly "dirty" in terms of leaves, seeds, sap, fruit, etc.

Street trees are almost entirely lacking along roadways in the planning area. Some new developments such as Martins Chevrolet were required to plant trees as a condition of development. There are some street trees along G Street, however, these trees are not the best



Figure 2-2. Railroad crossing at 9th Street



Figure 2-3. One of the few locations in the planning area with mature street trees.

species choice and add little to the aesthetics of the area. The Master Plan Committee agreed that a coordinated program of street tree plantings could go a long way towards improving the aesthetics (and ultimately the marketability) of the planning area.

Reedley Parkway

The newly developed Reedley Parkway (sometimes referred to as the “Rail/Trail”) is a source of pride for the community. The first one-mile section has been completed, and runs between Manning Avenue and 13th Street. In addition to the trail, the route features landscaping, lighting and benches. A new restroom has been constructed adjacent to the city-owned parking lot between 10th and 11th Streets and a small decorative fountain established on the west side of the trail

The second 1.5-mile phase of construction was recently completed and extends the southerly end of the trail from 13th Street to Dinuba Avenue. Future expansions are planned that will extend the trail north and south. The recently completed Reedley Specific Plan also proposes its own trail system that will link with the Reedley Parkway.

Cognitive Map

In order to better understand the character of the planning area, a “cognitive map” has been prepared (see Map 2-6). Cognitive mapping is a way of interpreting conditions in a given area based on impressions of spatial relationships between structures and their landscape.

For instance, an agricultural area next to an urban area will typically be perceived as an “edge” on a cognitive map. A distinctive structure (such as a church or governmental building) at the end of a street may be shown as a “landmark” or “focal point” on the map. Other visual items like good views, historic districts, street trees, or natural features should be shown on cognitive maps. Items can be positive or negative, such as attractive views - or buildings in poor repair that generate a negative image.

The planning area features a wide variety of visual characteristics. The core area along the parkway and railroad is characterized by older packing houses and



Figure 2-4. Reedley Parkway looking south.

other industrial buildings. A number of these have been vacant or little utilized during recent years. Some new service-commercial oriented uses have been established in recent years. Most of these feature prefabricated metal warehouse-style buildings.

The northwest end of the planning area creates a strong visual image. Motorists enter Reedley by crossing the Kings River Bridge. Most of the land in this area is vacant or in agricultural use. A large packing house is situated on the north side of Manning Avenue, east of the Kings River. The dense landscaping of Reedley College provides an attract backdrop for views to the north.

Moving south past Manning Avenue, the Reedley Parkway comes into view on the left, along with the railroad tracks. A truck repair business also dominates the view. New commercial development appears on the right along with a vacant automobile dealership. The median divider on this portion of Bridge Avenue is nicely landscaped with rose bushes and shrubs.

Passing through the intersection of Manning, Reed, and I Streets, the City's "Welcome" sign is situated in a landscaped area to the left. A landscaped island divides I Street and Reed Avenue to the right. A variety of commercial uses comes into view, including a service station, nursery and towing operation. Proceeding south on I Street, a set of residences comes into view on the right, while the left side of the street is dominated by an older packing house.

Continuing south on I Street, a variety of industrial and commercial uses are situated on either side of the roadway. In general, larger-scale industrial uses, including packing houses, are located on the east side of the road while smaller commercial businesses are located on the west side of the street. As previously mentioned, a number of the industrial properties are vacant or underutilized. The visual environment tends to be very utilitarian with little landscaping or architectural character to improve the appearance of the area. Of course, these developments were not designed to "look good". They were designed to facilitate efficient industrial processes.

Commercial uses along the west side of I Street typically feature buildings that come to the back of the sidewalk with parking to the side or rear (or no on-site parking).



Figure 2-5. Greenery of Reedley College provides an attractive backdrop.



Figure 2-6. The median divider on Manning Avenue has been nicely landscaped.

Some of the buildings feature large display windows. In this sense, the west side of I Street resembles a “downtown” environment, with storefronts on the street and parking to the rear, side or on-street.

I Street itself features two travel lanes in each direction with a parking lane on each side. There is no public landscaping (within the right-of-way) and the long-distance view is dominated by overhead power lines, light poles and business signs. Street trees would go a long way towards improving the appearance of the I Street corridor.

Several newer auto dealerships have been developed on the east side of I Street. These dealerships represent new investment in the planning area, although the dominating visual character of these dealerships is that of a parking lot.

At Dinuba Avenue, the image is very mixed with commercial, office, residential, auto sales and industrial uses in close proximity. There is no dominating visual image, and one would be hard-pressed to characterize the area as “attractive”. Unfortunately, many visitors must travel through this neighborhood to get to Reedley’s showcase downtown.

Travelling east on Dinuba Avenue gives a similar experience - a variety of industrial and commercial uses with little or no landscaping, numerous parked automobiles, outdoor equipment repair and storage, few street trees and overhead power lines.

The planning area also encompasses the west side of G Street, from Dinuba Avenue to south of 12th Street. This area has visual ties to downtown, with buildings that meet the sidewalk and parking to the side or rear. Several larger uses dominate the south end of the street, including a packing house and lumber yard.

More information on aesthetics is included in Chapter 3.



Figure 2-7. The brick office building on the northwest corner of I Street and 11th Street sets a positive and attractive model for future design in the planning area.

Opportunities and Constraints

As with any planning effort, there are opportunities and constraints within the planning area. The Master Plan Committee conducted a study session to identify opportunities and constraints. These are listed below.

Opportunities

- Reedley Parkway pedestrian/bicycling trail
- Vacant and/or underutilized properties
- Central location in the community
- Adjacent to downtown
- Infrastructure is in place - water, sewer, storm drainage, gas, electricity, telephone, etc.
- Streets are already in place
- Historic buildings add character
- Kings River is nearby
- Residential neighborhoods are nearby

Constraints

- Funding
- Existing uses and buildings that may limit revitalization
- Existing railroad operations may present a danger for some uses and activities
- Large trucks may present a danger for some uses and activities
- Existing zoning standards may prohibit some development
- Poor street connectivity due to railroad may inhibit the marketability of some properties
- Unsightly conditions of some properties may inhibit investment in the area.
- Industrial uses may impact new commercial or residential development in the planning area.

CHAPTER 3: GOALS, OBJECTIVES AND ACTION PLANS

Introduction

This section of the plan establishes goals, objectives and action plans that the city will follow in revitalizing the Rail Corridor Planning Area.

Goals are overall direction-setting expressions of the Master Plan's intent. They represent an ideal end - condition expected in the planning area, such as "Promote a mix of complementary uses along the Reedley Parkway."

An **objective** is a specific end, condition or state that is an intermediate step toward attaining a goal. For the preceding goal, an objective might read, "The City shall establish a mixed-use district that allows for the combination of commercial and residential activities on the same site."

An **action plan** is a specific statement that guides decision making and indicates a clear commitment of the local legislative body and staff. An action plan is based on goals and objectives.

An example of a action plan related to the previously mentioned issue might be, "The Community Development director shall work with the Planning Commission to fashion a mixed use district. The district will be added to the City's Zoning Ordinance and will be applied to those areas stipulated in the Rail Corridor Master Plan."



Goals, objectives and action plans in the Rail Corridor Master Plan were developed by the consultant and City staff working with the Rail Corridor Master Plan Committee

Planning Goals

The following goals are established to provide guidance in the implementation of the Rail Corridor Master Plan.

- Recognize the planning area's unique position in Reedley as a multi-use part of the community that includes industrial, commercial, residential, public, recreational, circulation and entryway functions.
- Identify and pursue opportunities to revitalize and strengthen the planning area.
- Identify opportunities and constraints which will affect implementation of the Plan.
- Recognize that the planning area will continue to feature industrial and service commercial uses.
- Facilitate a land use pattern that is as free as possible from conflicts and which establishes uses that are complementary to one another.
- Work with property owners, businesses and residents to implement the Plan and strengthen the planning area.
- Identify vacant and underutilized parcels that might provide an opportunity for positive change in the planning area.
- Promote the development of uses that will complement the Reedley Parkway. Encourage transition to higher value uses, such as retail, entertainment and residential development.
- Explore and pursue opportunities for improvements in the planning area that would enhance and complement Reedley's downtown.
- Encourage public and private investment in the planning area.



Figure 3-1. Newly installed section of parkway, north of Dinuba Avenue.

- Promote residential development at appropriate locations in the planning area
- Enhance the road entryways that are located in the planning area.
- Protect viable industrial operations in the planning area.
- Promote mixed use development in the planning area.
- Provide for safe and effective circulation for all travel modes in the planning area, including automobile, truck, rail, bicycle and pedestrians.

The remaining portion of this chapter establishes objectives and action plans for specific issues that have been identified in the planning area.

Issue One: Land Use

Presently, most of the land in the planning area is designated for industrial and service commercial uses. Several public designations exist, for Washington Elementary School, the Civic Center and the city's Public Works Yard. During Master Plan Committee meetings, participants pondered whether changes in land use designations might spur investment and revitalization in the corridor. Several issues and concerns were noted, including:

- Many of the industrial uses in the corridor were developed years ago and have not been able to be modernized due to space and/or economic limitations.
- The planning area has seen relatively little new investment in new industrial development in recent years.
- Intensive industrial development would not particularly complement the recreational nature of the Reedley Parkway over time.
- Uses should be encouraged that would complement the Reedley Parkway and which would complement Reedley's downtown. At the same time is not the city's intent to restrict existing, viable industrial uses in the corridor planning area.

In discussing the mixed use idea, the "old fashioned" pattern of two story buildings, with a store on the ground floor and living units above, was identified as a valid objective by Master Plan Committee participants.

• • • •

In light of the foregoing circumstances it was decided that a mixed use designation should be established to encourage a variety of uses that would spark life and revitalization in the planning area. The mixed use designation will allow for a combination of uses on a single site. Acceptable uses will include those activities permitted in the Neighborhood and Central Commercial districts, and the Multi-Family Residential District. Development occurring under this designation would be required to adhere to special design guidelines established in this Plan.

The mixed use designation would exist as an overlay designation. This means that the existing zoning would still apply and that uses permitted by that zone (industrial, service commercial, etc.) would be permitted, subject to existing zoning standards. However, all development will be subject to the applicable policies in this Master Plan.

Objectives and Action Plans

1. Establish a Mixed Use overlay district, to be applied to those areas identified in Map 3-1.
 - a. The Community Development Director shall work with the Planning Commission to fashion a Mixed Use zone designation. The Mixed Use designation should have the following characteristics:

Uses Permitted

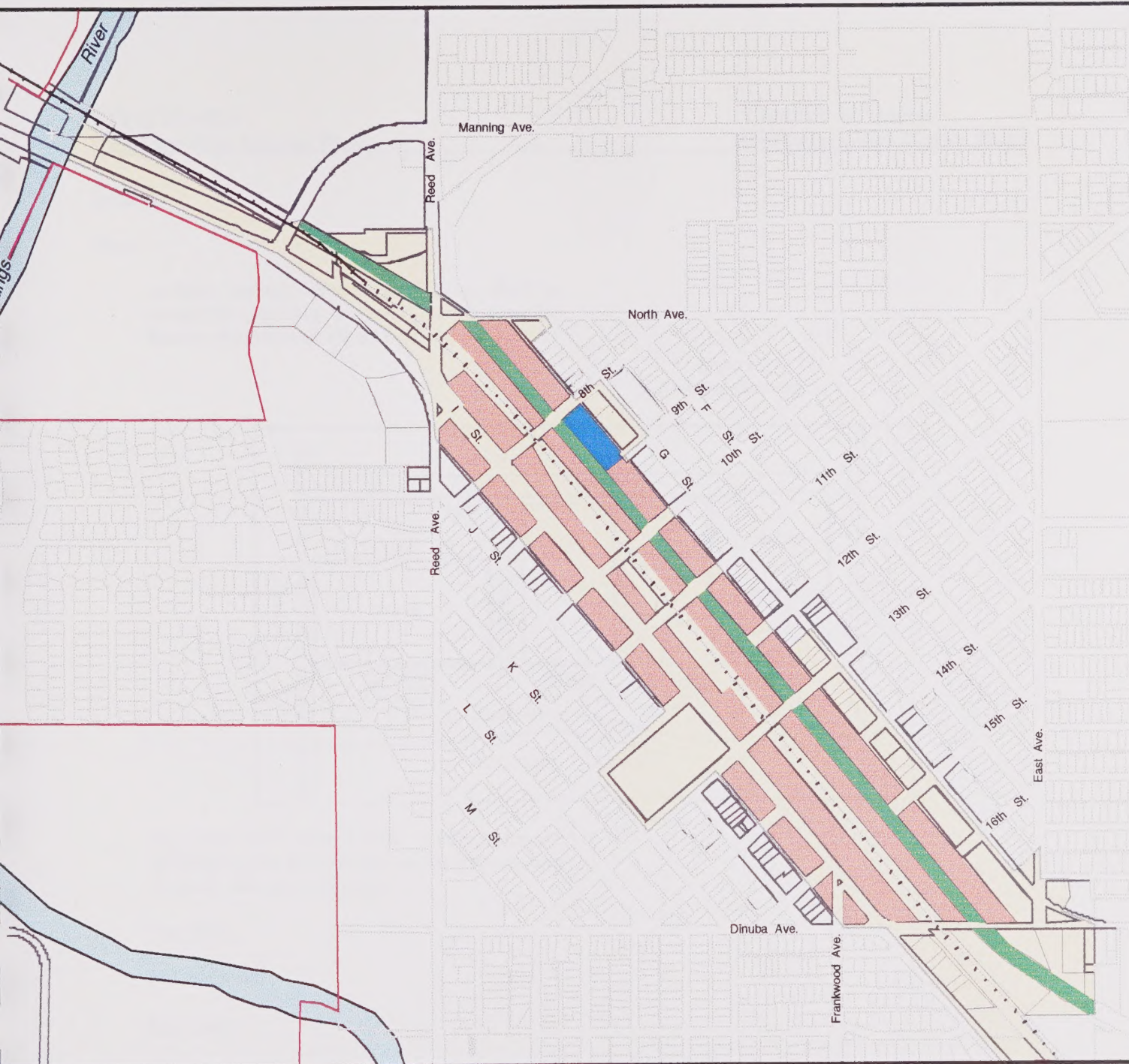
Any use allowed (or conditionally allowed) in the C-N (Neighborhood Commercial) C-C (Central Commercial) or RM (Multi-Family Residential) districts will be permitted in the Mixed Use district.

Zoning Standards

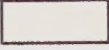
Flexibility is encouraged, however to blend with existing development patterns in the planning area and in the adjacent downtown, the following standards should be utilized.



Figure 3-2. A modern example of mixed use development features retail commercial on the ground floor and residential units on upper floors.



Rail Corridor Master Plan Land Use Map

- | | | | |
|--|-------------------|---|---|
|  | Mixed Use Overlay |  | Planning Area (parcels with this shading are not proposed for change in land use designation) |
|  | Public | | |
|  | Reedley Parkway | | |

City of Reedley

Map 3-1



200 0 200 400 Feet

Collins & Schoettler
PLANNING CONSULTANTS

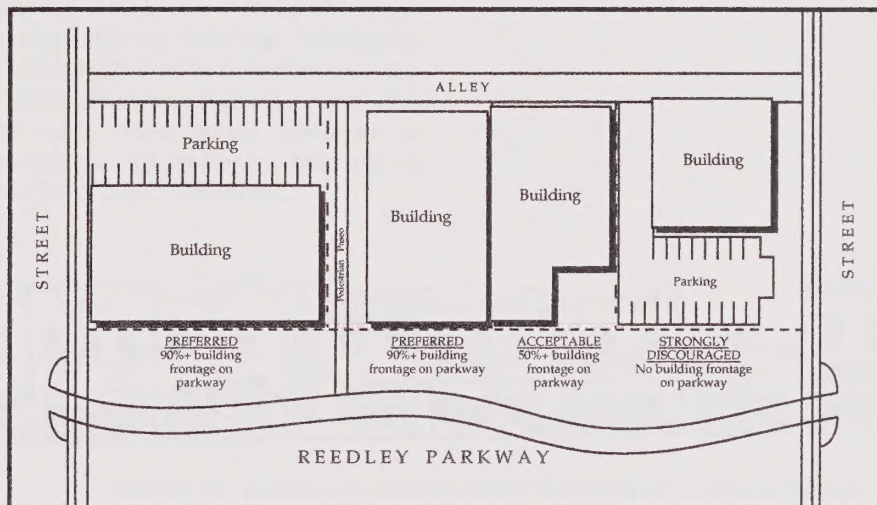


Setbacks:

Front:

At least one-half of the site frontage shall be abutted by a building along I Street and along the Reedley Parkway (see Figure 3-3), and

Figure 3-3
Building Orientation



Any front yard setback shall feature extensive landscaping that includes appropriate combinations of shrubs, turf and shade trees.

Side Yard

No requirement.

Rear Yard

No requirement

Any yard areas abutting a public right of way shall be landscaped. Any equipment storage areas abutting a public right-of-way shall be screened from view by a minimum six foot tall solid fence.

Parking

The City should examine reducing parking space requirements in the planning area and instituting other programs, such as a parking in-lieu fee.

Other Standards

All other zoning standards, including Site Area, Site Dimensions, Coverage, Distance between Structures, Building Height, and Signs shall be as per requirements of the underlying zone district.

Residential Uses

When residential uses are established, consideration must be given to minimizing land use conflicts. Residential uses should not be located adjacent to industrial uses that pose health and safety hazards, including uses that generate significant noise, dust, odors, vibrations or danger of fire or explosion. All residential uses will be reviewed subject to a Conditional Use Permit.

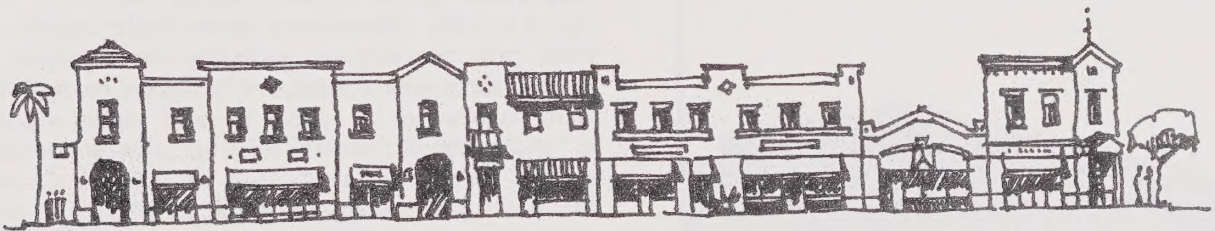


Figure 3-4. Vision of pedestrian-oriented development pattern fronting onto the Reedley Parkway

Issue Two: Design Guidelines

In discussing visual quality and aesthetics, particularly as it affects the visual environment of the Reedley Parkway, the Master Plan Committee determined that it would be appropriate to develop architectural guidelines that will apply to future development in the planning area.

The planning area is characterized by a mix of architectural styles and building types, to the point that no single style is dominant that creates a strong visual image. There are several buildings that participants agreed have a strong, positive and attractive theme, such as the brick office building at the northwest corner of 11th and I Street.

In discussing this issue, the Master Plan Committee noted that downtown Reedley has a strong architectural vocabulary, which creates a memorable, positive image. In particular, the numerous one and two story brick buildings are thought of in a positive fashion; they help to create a unique sense of place. In the absence of an architectural term, the label "Historic Reedley Style" is used to describe the predominant downtown building style. Another style that was suggested is the "Railroad Style" - used to construct the train stations that once existed in the planning area. The Master Plan Committee agreed that new development in the corridor should utilize these styles, in order to create a strong sense of place.

Objectives and Action Plans

1. Ensure that new development fits in with the existing character of central Reedley, and blends well with existing downtown development and adjacent residential neighborhoods.
- Establish design guidelines that help to create a strong sense of place, particularly for those properties fronting onto the Reedley Parkway and onto I Street.

At the same time, the guidelines should be implemented in a manner that promotes flexibility. It is not the intent of the guidelines to be overly restrictive, ignore economic dictates relative to materials and style, or discourage innovative design or individual expressions. The goal is to



Figure 3-5. The buildings of downtown Reedley have established a design vocabulary that creates a strong, positive and memorable image.

promote “good” design that achieves the objectives of the Plan.

- b. Two architectural themes are established. These themes are directly related to the history of the planning area and Reedley’s architectural traditions in general. These themes are as follows:
1. Historic Reedley
 2. Railroad
- c. A design menu is established that provides developers and designers with a palette of architectural elements (see Figures 3-8 and 3-9).

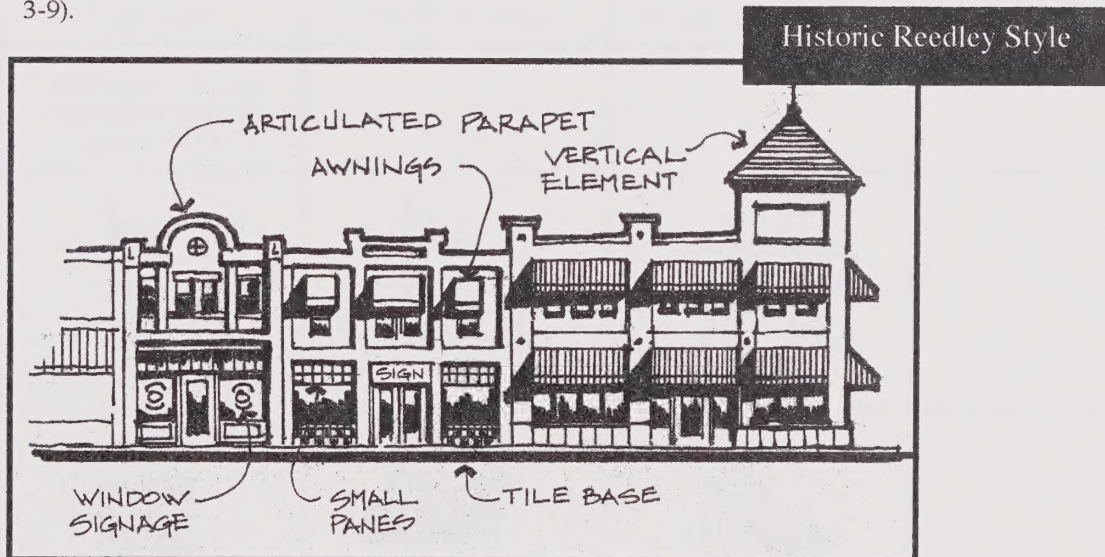


Figure 3-6 above. Historic Reedley style
Figure 3-7, below. Railroad style

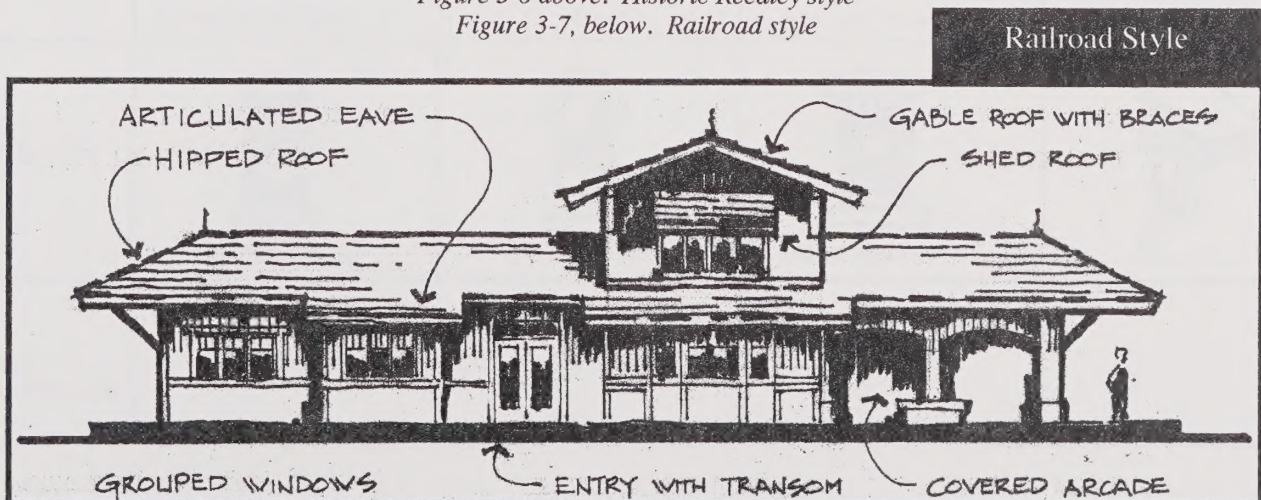


FIGURE 3-8. HISTORIC REEDLEY STYLE

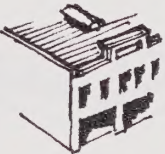
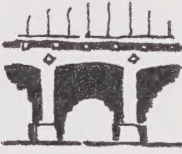
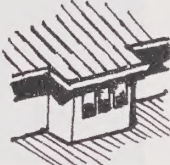
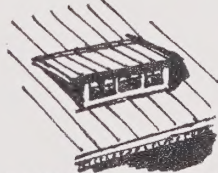
FORM AND MASS	 BRICK VERNACULAR	 VICTORIAN	 VERTICAL ELEMENT	
HEIGHT	AS DETERMINED BY THE ZONING ORDINANCE			
ROOF	 FLAT ROOF	 CLERESTORY ROOF	 DETAILED PARAPET	
ROOF MATERIALS	COMPOSITE SHAKE SHINGLES, RAISED-SEAM METAL			
OVERHANGS ARCADES WALKWAY DETAILS	 AWNING-COVERED WALK	 MARQUEE COVERED WALK	 ARCADE	
DOORS/ ENTRIES	 ENTRY WITH TRANSOM	 TILE BASE	 ACCENT PLANTER	
WINDOWS	 SMALL PANES	 CURVED TOP	 ENHANCED LINTEL	 AWNING
WALL MATERIALS	BRICK (OR BRICK-VENEER), SMOOTH FINISH STUCCO, STONE VENEER, WOOD PLANK			

FIGURE 3-9. RAILROAD STYLE

FORM AND MASS	 HORIZONTAL LINE	 OPEN COVERED AREAS	 VERTICAL ELEMENTS	 SET-BACK UPPER FLOOR
HEIGHT	AS DETERMINED BY THE ZONING ORDINANCE			
ROOF	 HIPPED ROOF	 GABLE WITH BRACES	 SHED ROOF	 ARTICULATED EVE
ROOF MATERIALS	COMPOSITE SHAKE SHINGLES, RAISED-SEAM METAL, CORRUGATED SHEET METAL			
EAVES/ OVERHANGS	 BROAD EVE WITH STRUT	 GABLE WITH BRACE	 EXPRESSED RAFTERS	 EAVES WITH STRUTS
DOORS	 SMALL PANES	 TRANSOM WINDOW	 ROLLING DOOR	
WINDOWS	 GROUPED WINDOWS	 SMALL UPPER PANES	 DORMER WINDOWS	 CLERESTORY WINDOWS
WALL MATERIALS	BATT & BOARD, BRICK (OR BRICK-VENEER), HALF TIMBERED STUCCO, LAP SIDING			

Metal Buildings

It is not the intent of the Master Plan to prohibit new metal warehouse-style buildings in the planning area. Developers are encouraged to utilize building styles and materials that meet the standards of the design guidelines. However, if the use of a metal building is necessary, it shall be designed in a manner that reflects the intent of the architectural guidelines.

Basic elements, such as including doors and windows that front onto the parkway (or onto streets) are easily included in any building design. Other architectural elements such as trim details and careful selection of colors can achieve positive results. Where blank metal walls cannot be avoided, screening with landscaping, trellises, fencing or other methods will be required.

Remodeling/Additions to Existing Buildings

Additions to or remodeling of existing buildings is invited and encouraged in the planning area. Where additions/remodeling will be visible from the public right of way, applicants are encouraged to utilize design that meets the intent of this Plan's design guidelines - by utilizing the Historic Reedley or Railroad styles.

Where this is not practical, designers should try to adhere to the site planning policies of the plan, including orienting buildings onto the street with doors and windows, and placing parking lots to the rear.

Reedley's Facade Rehabilitation Program

The Reedley Redevelopment Agency currently maintains a Facade Improvement Program (FIP) that applies to buildings in the downtown area, primarily along G Street. The FIP provides financial assistance to property owners wishing to upgrade and rehabilitate building facades in the target area. Building owners must adhere to the Reedley Downtown Architectural Guidelines. This Plan recommends that the FIP be expanded to be utilized in the planning area, to assist in the rehabilitation of existing buildings - as long as improvements are consistent with the Design Guidelines of this Master Plan.



Figure 3-10. This metal office/warehouse on 9th Street features architectural details that make a positive and attractive statement.

Objectives and Action Plans

1. The Redevelopment Agency should make available and market the Facade Improvement Program to properties within the Rail Corridor Master Plan planning area.
 - a. The Executive Director should present this issue to the Agency board for approval.
 - b. The Agency should market the FIP to property owners and businesses in the Rail Corridor Master Plan planning area.



Figure 3-11. Artists view of pedestrian-oriented development fronting the Reedley Parkway.

Issue Three: Site Planning

Good site planning is just as important as good architectural design, to ensure that new development fits into the fabric of existing neighborhoods. This will be most critical for new development that fronts onto the Reedley Parkway. The parkway should be treated much like Reedley's downtown G Street, with buildings coming to the edge of the parkway right-of-way and, where practical display windows and front doors of new businesses opening onto the parkway. Parking lots should be situated behind the buildings so that the parkway does not look upon large expanses of parking lot. Where this type of design is not practical, significant screening is recommended with the use of walls, trellises, landscaping and combinations of these.

Figure 3-12 displays the recommended site design layout. The building fronts onto the parkway with doors and windows. Parking is located to the rear of the building.

Objectives and Action Plans

1. Require site design that complements the existing pedestrian-oriented nature of the planning area.
2. As practical, new development should feature buildings set forward on the site with no setback along the Reedley Parkway, I Street and other streets in the planning area (see Figure 3-3).
 - a. The City should consider reducing parking standards for uses in the planning area.
 - b. New buildings that feature entrances fronting onto the Reedley Parkway shall include a paved walkway that joins the parkway path.

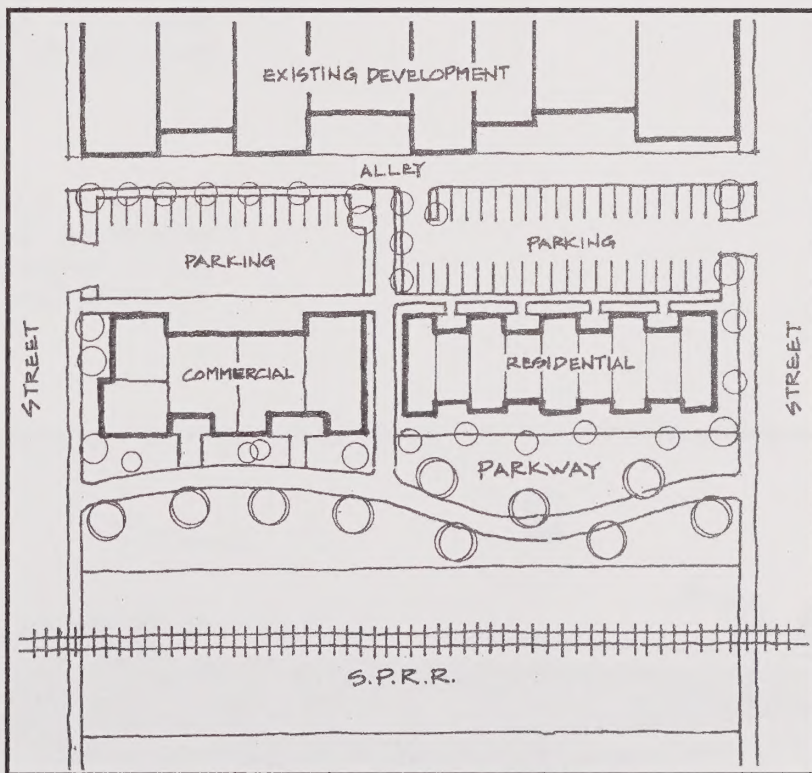


Figure 3-12. Preferred Site Plan design. Buildings front onto the parkway while parking is situated between the building and the alley.

Issue Four: Special Uses

During meetings of the Master Plan Committee, a number of potential special uses were discussed. If they can be attracted, these uses will help to spark revitalization of the planning area and the adjacent downtown, and in particular enhance the pedestrian environment established by the Reedley Parkway.

Theater

The City should attempt to attract a first-run movie theater into the planning area. The Redevelopment Agency should explore incentives that might attract a theater. Once established, a theater could strengthen existing businesses and spark other new businesses, such as restaurants, coffee houses and other stores. Consideration should be given to reduced parking standards (and/or locating parking off-site)

Hotel

A downtown hotel should be considered. Hotels have existed in downtown Reedley in the past. Similar to the theater concept, a hotel could strengthen existing businesses and also spark the establishment of other new businesses, such as restaurants and stores.

Re-Use of Historic Warehouses

Two existing warehouses were mentioned as candidates for special re-use projects. The Maxco Warehouse, (located adjacent to the Reedley Parkway, on the north side of 10th Street) was touted as the largest grain storage warehouse west of the Mississippi River, when it was constructed in 1892. The Peloian Warehouse, is situated next to the Parkway south of 13th Street. This unique building was constructed of stones quarried from Smith Mountain, east of Reedley.

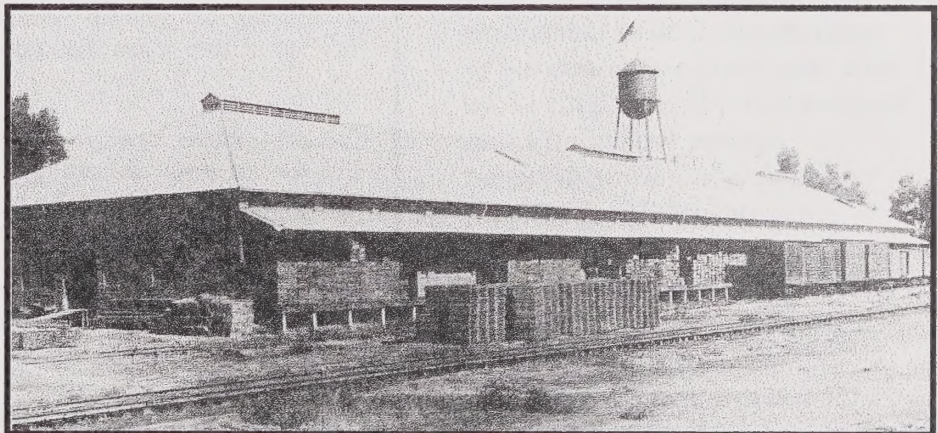


Figure 3-13. Historic photo of grain warehouse (today the Maxco warehouse).

A number of ideas for re-use of these buildings were surfaced at Master Plan Committee meetings, including

- Business incubator
- Antique mall
- “Crafters” mall
- Multi-use buildings that include artists lofts, offices and restaurants
- Micro-brewery
- A public gymnasium and/or community center

A business incubator is a building that is subdivided into spaces that are used to help small-scale start-up businesses. Incubators are sometimes operated by non-profit business foundations or by redevelopment agencies. Rents are typically lower than market rate. Tenancy is typically limited to new small-scale businesses. Once a business is securely “up and running” they are encouraged to relocate to market-rate real estate elsewhere in the community - so their space in the incubator can be freed-up for another start-up.

Objectives and Action Plans

1. The City of Reedley, Reedley Redevelopment Agency, Reedley Chamber of Commerce and Downtown Reedley Association should actively pursue development of the uses discussed above.
 - a. Convene a strategy meeting to pursue attraction of appropriate major uses in the planning area.
 - b. The City should explore passing an ordinance limiting special uses to the planning area and adjacent downtown area. Uses that should be targeted include:
 - Lodging establishments (excepting the lodging specified in the Kings River Corridor Specific Plan)
 - Theaters
 - Banking establishments
 - c. The Redevelopment Agency should target financial assistance to the establishment of special uses.

➤ *Many communities have passed temporary (or permanent) ordinances to limit certain types of businesses to a particular area of the City. Locally, both Hanford and Visalia have passed temporary ordinances limiting lodging establishments to the downtown area. The ordinance was cancelled once hotel projects were completed. Hanford has a permanent ordinance limiting banks to the downtown district.*

• • •

- d. The Planning Department should explore reducing parking requirements for new uses in the planning area. An in-lieu parking fee program could also be considered.

Public Plaza

The Master Plan Committee frequently mentioned the need for a public plaza in downtown Reedley. Such a plaza could function as the center of various community activities, such as festivals, arts/crafts fairs, farmer's markets, etc.

The plaza should be located within the planning area in a central location. The vacant land on the west side of the Reedley Parkway, between 10th and 11th Streets was suggested as an ideal location for this type of use. In

addition to landscaping and shade trees, a raised stage and a water feature, such as a fountain should be included (see Figure 3-14). The idea of having buildings situated around the edges of the plaza was also discussed. These buildings could feature appropriate uses, such as shops, restaurants and offices.

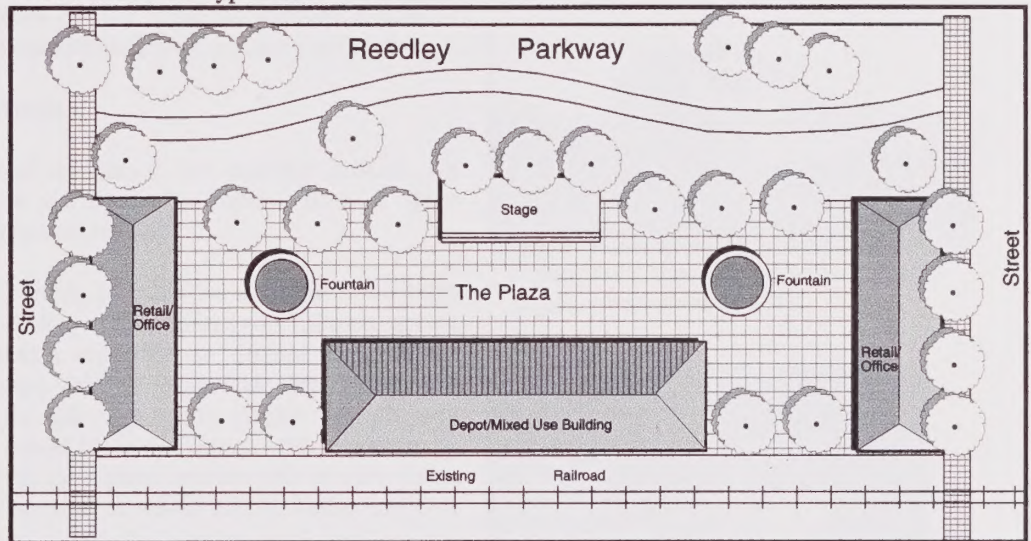


Figure 3-14. Conceptual plan of a public plaza

A variety of outdoor public events could occur at the plaza such as:

- Arts and crafts fairs
- Peddlers fairs
- Public ceremonies
- Farmers market
- Concerts
- Festivals

Objectives and Action Plans

1. Facilitate development of a public plaza at a central location in the planning area, such as the vacant land on the west side of the Reedley Parkway, between 10th and 11th Streets.
 - a. The Redevelopment Agency, working with the Downtown Association and Chamber of Commerce, should target an appropriate site and acquire and develop the property using a variety of funding sources and strategies, such as grants and loans, sponsorships, public subscriptions, donations (buy-a-brick), etc.
 - b. Design of the plaza should include public input through design workshops.
 - c. The City should contact local organizations regarding use of the facility. For example Reedley College's band could be scheduled to play regularly at the plaza.

Train Depot/Dinner Train

The planning area used to feature two railroad stations - a Southern Pacific Depot and Santa Fe Depot. Both of these historic buildings have been removed.

One idea that surfaced during Master Plan Committee meetings was the concept of building a new mixed-use railroad station that would also serve as a depot for an "Orange Belt" dinner train. Similar to the Napa Valley's Wine Train, this train would travel a loop route (or one-way return route) through area orchards. Passengers would be served dinner while viewing the agricultural scenery. This far-sighted concept will require vision and much work, but if successful, would help to further improve Reedley's economy and would be a major focal point of the Reedley Parkway.

Goals and Action Plans

1. Establish a mixed-use railroad station (in the Railroad architectural style) that would serve as a depot for an Orange Belt Dinner Train.
 - a. The City should coordinate formation of a committee to pursue this concept. Committee members should include individuals from the Downtown Association, Chamber of Commerce, the City and others interested in the concept.



Figure 3-15. Reedley's Southern Pacific Depot, constructed in 1888.



Figure 3-16. An Orange Belt Dinner Train is a far-sighted long range vision that should be explored.

**Issue Five: Streetscape/Public Facilities
Program**

The Rail Corridor Master Plan includes the main entrance to Reedley - Manning Avenue - as it crosses the Kings River and veers south towards the central area. There are several actions that could be taken to improve the image of this area that is considered to be "Reedley's Front Door".

Manning Avenue Bridge

The Plan proposes an aesthetic "upgrade" of the Manning Avenue Bridge, with antique light fixtures and black painted railings. Figure 3-16 illustrates this concept.

**Street Trees and Utility
Undergrounding**

Most of the streets in the planning area lack street trees. A simple program of street tree plantings within the right of way would go far in improving the attractiveness of the area.

I Street features overhead telephone lines that are considered unsightly and should be considered for "undergrounding". Placing telephone lines underground is less costly than electrical lines and, in concert with new street trees, would help improve the appearance of the streetscape.

Route to Downtown

One issue that was discussed is the need to make it easier for visitors to find their way to downtown Reedley from the Manning Avenue entrance to the community. It was agreed that a coordinated program of street trees and special signs could accomplish this objective.

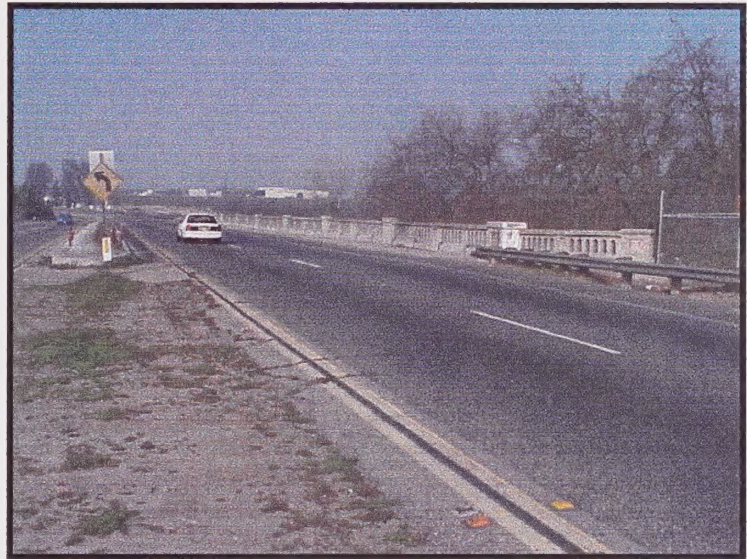


Figure 3-17. Manning Avenue bridge as it exists (above) and after retrofit with decorative antique lights and landscaped median, (below).



Other aesthetic actions, such as painting light poles, sign posts and traffic signal standards gloss black, would be a quick and relatively inexpensive way to improve the image of the planning area.

Water Towers

Reedley's twin water towers are a community landmark, standing side-by-side on the south side of 10th Street, east of the Reedley Parkway. In order to improve the attractiveness of the towers and strengthen the identity of the community, it is recommended that a beautification strategy be implemented. Improvements that should be considered painting the water tanks in earthtones, and applying the City of Reedley's logo to one or both of the towers.

Selective Screening.

There are certain portions of the planning area that are characterized by unsightly buildings, storage yards, etc. and it is likely that these uses will remain in place for the foreseeable future. Where practical, the City should take actions to establish landscaping that will screen these uses. One example is the truck repair business located adjacent to the Reedley Parkway, on the north side of the intersection of Reed Avenue and Bridge Streets (Figure 3-18). A carefully focussed planting of trees and shrubs between Bridge Avenue and the railroad right-of-way would effectively screen this use from the Manning Avenue entrance to Reedley.

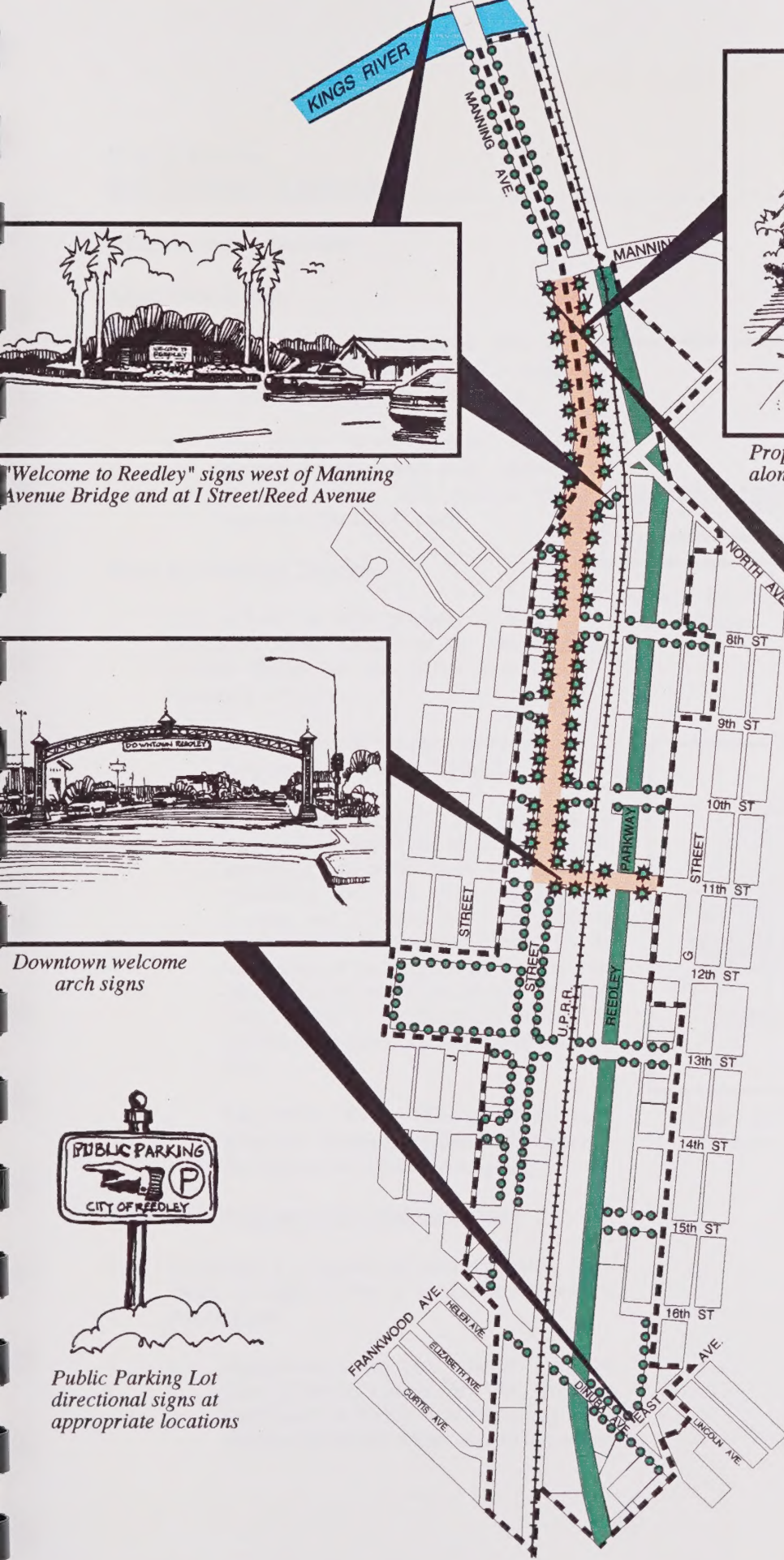
Circulation Improvements

In general, the planning area features a well-connected pattern of streets. The intersection of Manning/Reed/North Avenue is currently being redesigned and signalized. The other intersection that should receive attention is Dinuba/G/East Streets. The current circulation pattern at this intersection is confusing and problematic.



Figure 3-18. Some industrial sites create a negative visual impression near the Manning Avenue entrance to Reedley. A careful program of landscape screening will improve this situation





Proposed "Route to Downtown" with shade trees along I Street and 11th Street.



"Welcome to Reedley" signs west of Manning Avenue Bridge and at I Street/Reed Avenue



Downtown welcome arch signs



"To Downtown Reedley" sign



Public Parking Lot directional signs at appropriate locations

CITY OF REEDLEY

Map 3-2

Rail Corridor
Master Plan

Street Tree & Signage Program

-  Deciduous Shade Trees (Chinese Pistache, Ginkgo, Hackberry, etc.)
-  Signature shade trees
-  "Route to Downtown"
-  Reedley Parkway
-  Planning Area Boundary

Objectives and Action Plans

Kings River Bridge

1. The City should implement a plan to aesthetically upgrade the Manning Avenue Bridge, with special antique light fixtures.
 - a. The Public Works Director should prepare an upgrading plan, identify funding sources and present the concept to the City Council.

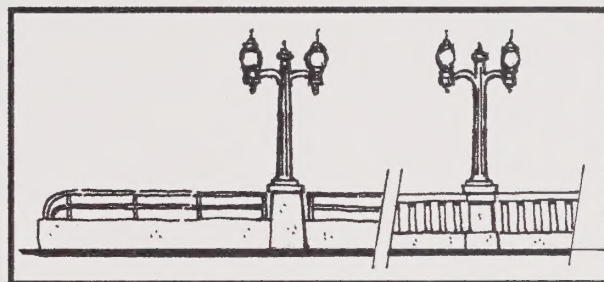


Figure 3-19. Proposed antique lamps on Manning Avenue Bridge.

Route to Downtown Program

1. Take actions to help provide an easily-identifiable street route from the Manning Avenue Bridge at the Kings River to Reedley's downtown.
 - a. A coordinated signage program is proposed, as identified in Map 3-2
 - b. A coordinated street tree program is proposed as identified on Map 3-2. In general, a high-profile street tree should be established on both sides of Manning Avenue and I Street, from the Manning Avenue (east) intersection, south to the intersection of I and 11th Street. Street trees should also be established along 11th Street from I Street to the Reedley Parkway. In general, trees should be established every 30 feet.
 - c. The Public Works Director should have plans and estimates prepared to implement the signage and street tree program.



Figure 3-20. Proposed view of "Route to Downtown" with tree-lined roadway.

Street Tree Program/Utility Undergrounding

1. Implement a program of planting shade trees within the right-of-way of streets throughout the planning area.
 - a. Appropriate shade trees, selected from the City of Reedley's Street Tree List, should be established at 30-foot intervals along street margins (generally within sidewalks) within

the right-of-way of all streets in the planning area.

- b. The City should contract with an organization such as the Urban Tree Foundation to implement the street tree program. A premium should be placed on involving the public in tree planting events.
2. Consider undergrounding existing utility lines along I Street, between Dinuba Avenue and Reed Avenue.
 - a. The Public Works Department shall investigate this policy and prepare a report and plan of action.

Sign Post Program

1. Undertake a program of beautifying improvements within street rights of way, such as lamp posts, sign posts and traffic signals, by applying gloss black paint.
 - a. The Public Works Director should investigate this objective and prepare a plan for implementation.

Water Tower Beautification

1. Undertake an aesthetic “make-over” of the city’s water towers, which will include painting the tanks and applying the City of Reedley logo on one or both tanks.
 - a. The Public Works Director should prepare an estimate and identify funding to implement this objective.

Screening

1. Undertake a program to screen unsightly uses from view of the public right-of-way.
 - a. Where practical, establish landscape screening within public rights-of-way or within the railroad right-of-way. Screening should consist of trees, shrubs, fencing or combinations of these.

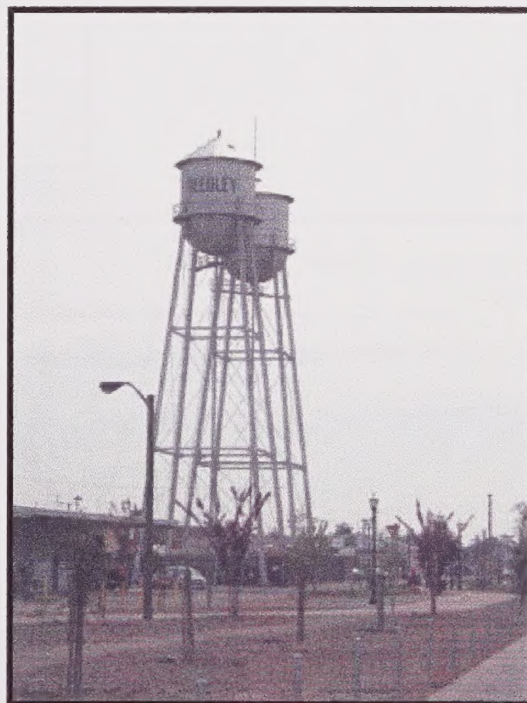


Figure 3-20. Reedley water towers.

- b. Encourage the addition of screening elements during the Site Plan Review or Conditional Use Permit process.

Circulation Improvements

- b. Redesign the intersection of Dinuba/G/East Avenue to improve traffic flow. A schematic illustration is shown in Figure 3-21.
- a. The Engineering Department shall investigate this issue and prepare a design and cost plan.

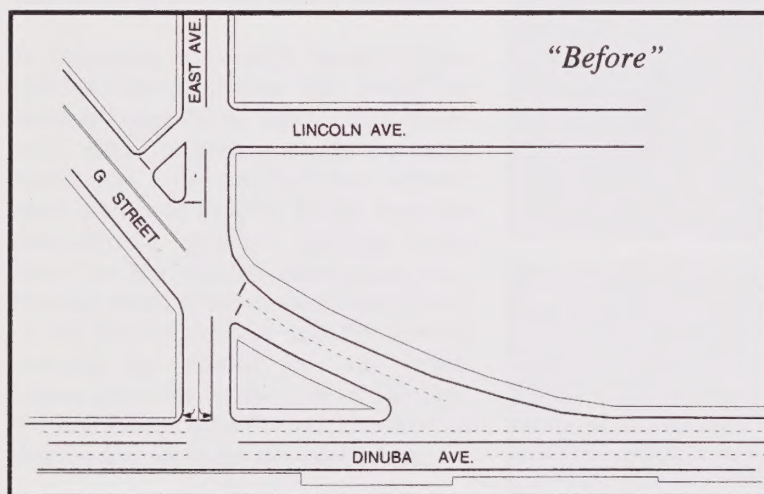
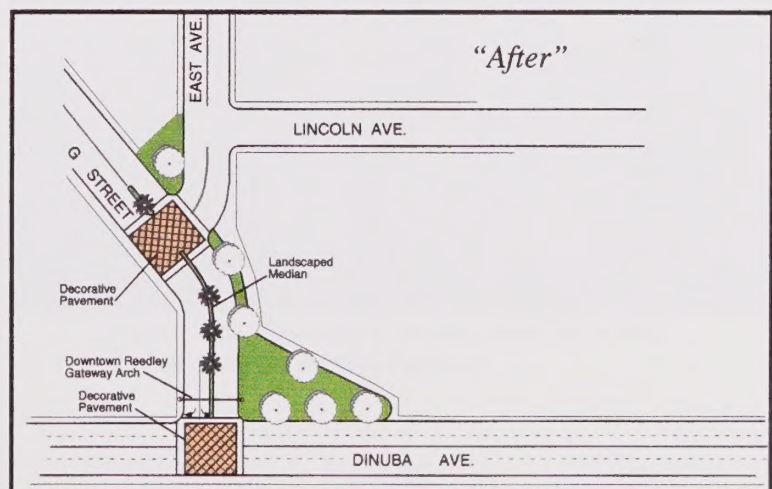


Figure 3-21
*Intersection of Dinuba/G/East
"before" (above) and "after"
(below) reconfiguration.
Improvements include
landscaping, special paving and a
"Welcome to Downtown" sign.*

Financing/Implementation

1. Prepare cost estimates for public improvements specified in Chapter 3 of the Rail Corridor Master Plan.
 - a. The Public Works Department shall prepare cost estimates within six months of adoption of the Rail Corridor Master Plan. These estimates shall be reviewed with the Planning Commission and City Council.



**Issue Six: Reedley Parkway
Mural Program**

Several valley cities have implemented a program of painting large outdoor murals on blank building walls, to generate tourism, instill community pride, beautify downtowns and strengthen local identity.

There are many existing building walls along the Reedley Parkway that could be enhanced by the painting of high-quality murals. Most communities have pursued various subject themes, with requirements that murals depict local history or scenery.

In discussing a possible theme, it was decided that something that would set Reedley apart (from other communities with mural programs) would be most appropriate. The concept that surfaced most often was to have murals replicate old-fashioned produce packing labels from Reedley and the surrounding area. Packing labels relate to the historic fabric of the railroad corridor and the thriving business that existed here and which helped give birth to the City of Reedley. Packing labels are a “known quantity” in that the artwork is already established.

One issue regarding murals is the presence of buildings with corrugated metal siding. It would be very difficult to paint a mural on this type of siding. To overcome this limitation, it is proposed that a mural “frame” (somewhat like a billboard surface) could be used. The frame would be permanently attached to the wall of the building. This arrangement could also allow for moving the mural in the event a building is demolished.



Figure 3-22. Examples of produce label art as wall murals along the Reedley Parkway.

Objectives and Action Plans

1. Establish a mural program for building walls fronting onto the Reedley Parkway. Establish a set of guidelines that pertain to subject matter, selection, community input, financing, etc.

Murals along the Reedley Parkway should feature produce packing labels from produce companies in the Central Valley area.

- The Planning Director should prepare guidelines for a Reedley Parkway mural program. The guidelines shall be reviewed and approved by the City Council.



Figure 3-23. Numerous blank walls exist along the Reedley Parkway where murals could be applied.

CHAPTER 4: FINANCING AND IMPLEMENTATION

Financing Strategies

The Rail Corridor Master Plan proposes a number of public improvements that will require financing strategies. Improvements such as a traffic signal and reconfiguration of the intersection of Dinuba/G/East Streets, light fixtures on the Kings River Bridge, street trees and directional signage will require relatively significant expenditures on the city's behalf. Appendix A includes a list of public improvements specified in the plan and their associated cost. A number of revenue sources exist to potentially fund improvements and these should be explored:

A number of revenue sources exist to potentially fund improvements and these should be explored.

State and Federal Grants

State and federal grant-in-aid programs are available to finance a number of municipal projects. The cost of funding these improvements may be borne completely by grant funds or a local share may be required. Federal General Revenue Sharing and Community Development Block Grants have given local governments more choice in how to spend their grant money.

Current Revenue (Pay-As-You-Go)

Pay-as-you-go is the financing of improvements from current revenues such as general taxation, fees, service charges, special funds, or special assessments.

City of Reedley Reserve Funds

In reserve fund financing, funds are accumulated in advance for capital construction or purchase. The accumulation may result from surplus or "earmarked" operational revenues, funds in depreciation reserves, or the sale of assets.

City of Reedley Capital Improvements Program

The Capital Improvements Program is a comprehensive, multi-year schedule of capital improvements for the City as a whole. It includes projects which are permanent additions to the City's assets and may include such items

as the cost of land acquisition, architectural and engineering design, construction and initial equipment. Examples may include new or widened streets, traffic signals, parkland acquisition and public park development.

Redevelopment Tax Increments

Tax increment financing may be used to provide front-end funds in the City's redevelopment project area. The Rail Corridor Master Plan is located within Reedley's Redevelopment Project Area, and therefore, public improvements would be eligible for tax increment financing. It should be noted, however, that recent legislation requires the use of prevailing labor wages for redevelopment projects, thus significantly increasing the costs for redevelopment projects.

Lease-Purchase

Local governments using the lease-purchase method prepare specifications for a needed public works project that is constructed by a private company or authority. The facility is then leased by the municipality. At the end of the lease period, the title to the facility can be conveyed to the municipality without any future payments. The rental over the years will have paid the total original cost, plus interest.

Special Districts and Special Assessments

Property-based improvement districts are an increasingly popular method for property owners in a given area - to fund special projects. The District is typically governed by a board of individuals selected from the property owners in the project area. This has become a popular finance mechanism in many downtowns, to fund various streetscape improvements.

A similar financing method is the special assessment. This is typically used to finance a specific project, such as a new sewer line. Properties that will benefit from the improvement are assessed a special property tax to pay for the project.

Developer-Installed Improvements and Impact Fees

Some improvements specified by the plan could be required as a condition of development. For example, the



developer of a new building might be required to plant street trees in the road right-of-way along their property.

Another financing tool is to levee special impact fees against new construction. School districts have long used this method to offset the impacts of new construction on school overcrowding. Communities have expanded on this concept to generate fees for a variety of purposes, including roads, police services and even public art.

Implementation Schedule

The action plans contained in Chapter 3 have been distilled into fifteen implementation items and have been prioritized in Table 4-1.

Table 4-1
Implementation Schedule

Implementation Item	Years 1	Years 2 - 4	Years 5 - 10	Years 11 - 15	Years 16 - 20
1. General Plan Amendments	X				
2. Zoning Ordinance Amendments	X				
3. Façade Rehabilitation Program	X	X	X	X	X
4. Attract Special Uses	X	X	X	X	X
5. Public Plaza			X		
6. Depot/Dinner Train			X		
7. Kings River Bridge Improvements			X		
8. Street Trees	X	X	X		
9. Utility Underground			X		
10. Water Tower Beautification		X			
11. Selective Screening		X			
12. Sign Post beautification	X	X			
13. Dinuba/G/East intersection reconfiguration and signalization			X		
14. Signage Program		X			
15. Mural Program	X	X	X	X	X

This table represents an ambitions implementation schedule that may need to be re-tooled over time. However, the schedule can serve as a guideline for the commitment of funding and human resources.

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